

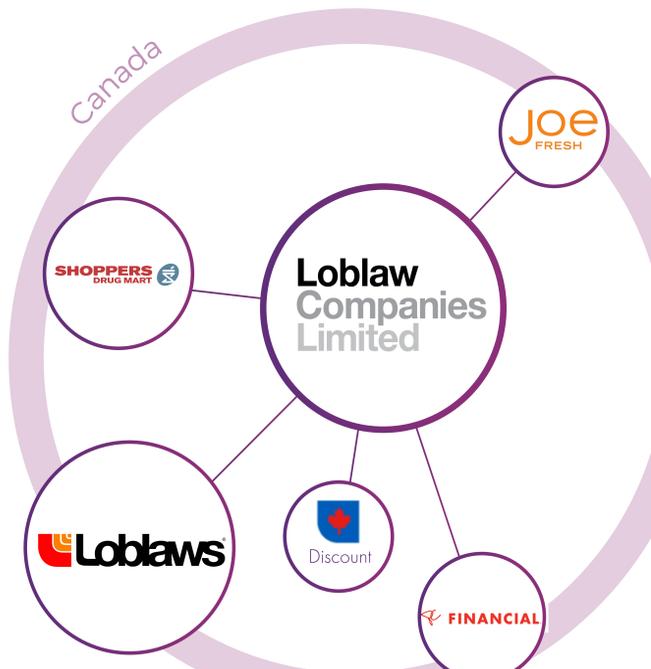
Imagine if...

Tesco Clubcard and Boots Advantage merged?

Effectively, from a volume and scale perspective, that's what Loblaw has just achieved by merging two of Canada's most popular loyalty programs, PC Plus and Shoppers Optimum into one: PC Optimum

Who is Loblaw?

Loblaw Companies Ltd is Canada's food and pharmacy leader, with a network of stores under several different banners across Canada.



Canada's largest retailer



Canada's food & pharmacy leader



Purpose: *Live Life Well*



Owned by George Weston Ltd

Loblaw at a glance...

1,797 pharmacies

198,000 employees

2,400+ stores under more than 20 banners

C\$46 billion revenue (CAD 2016)

each year, Canadians make **1bn transactions** in stores
(majority of which are tied to their loyalty programs)

SHOPPERS Optimum
11m members

Last year customers redeemed points every **2 seconds...**

.plus
8m members

across the two previous loyalty programs

What is PC Optimum?

The new PC Optimum program will bring together data across multiple shopping banners from grocery to beauty to pharma to apparel. This means customers can earn and redeem points in almost 2,500 locations and online, where they will get targeted, personalised offers, making for a much more valuable and richer experience.



An example customer journey...

PC Optimum powered by Eagle Eye.

Sitting at the heart of the PC Optimum loyalty platform, Eagle Eye will enable a single customer view, through the integration to Loblaw channels and systems.



Emily downloads the PC Optimum app



engage

Emily receives an email about an upcoming points event at Shoppers Drug Mart



personalise

Prompted by a personalized offer, Emily also finds new products to love at the grocery store



valued reward

She decides to splurge on a Prestige Brand lipstick - thanks to her PC Optimum points!



engage

During an online shop to www.beautyboutique.ca, Emily realizes she has enough points to earn \$50 off against her favourite beauty products



earn

She uses her PC Financial Mastercard as a points accelerator, earning points on every purchase she makes



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